

## ENTREPRENEURIAL BEHAVIOUR OF COCONUT GROWERS OF COIMBATORE DISTRICT

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### ABSTRACT

*Entrepreneurship is the route for transforming material or product into money through efficient utilization of resources and opportunities. It is the core factor for sustainable agricultural development. The study was taken up to find out the entrepreneurial behaviour of coconut growers of Coimbatore district. The study was undertaken in Anaimalai block of Coimbatore district which ranks one in the area under coconut cultivation. A sample size of 130 coconut growers from six villages was fixed as respondents using the proportionate sampling method. The data were collected through personal interview by the researcher using pre- tested and structured interview schedule. From the data it was found that that more than two- thirds (67.70%) of the respondents belonged to a medium entrepreneurial behaviour category. Exactly equal number of respondents belonged to low and high entrepreneurial behaviour category with 16.20 per cent. Through efficient extension efforts the entrepreneurial behaviour among the coconut growers can be enhanced.*

**KEYWORDS:** Entrepreneurial Behaviour & Coconut Growers

Original Article

**Received:** Mar 19, 2019; **Accepted:** Apr 09, 2019; **Published:** May 09, 2019; **Paper Id.:** IJASRJUN201928

### INTRODUCTION

Agriculture is the backbone of India, as per the saying, the population of the nation solely depends on agriculture and allied activities. Many economists and policy makers often discuss about the need for creating new work avenues and industries to shift a major segment of this population out of agriculture. However, entrepreneurship is one of the remedy to the economic woes of India's rural poor, it is equally important to bring reforms in agribusiness sector.

Entrepreneurship is the source of sustainable economic prosperity for nations, societies, region, corporation, small firms and individuals. It plays a crucial role in providing effective solutions to emerging agricultural issues. The person who take innovative steps in the direction of a venture for profit with some significant risk is called enterprise and the activity is called entrepreneurship. Entrepreneurial behaviour embraces innovation, is motivated to seek changes in the status quo, draw satisfaction from institutional changes.

Coconut is one of the best plantation crop which provides great opportunities to the upcoming entrepreneurs, which reflects on the growth and development of economy of the nation. This urged to go for the orientation study of entrepreneurial behaviour in coconut enterprise in Coimbatore district.

## METHODOLOGY

The study was conducted in Coimbatore district of Tamil Nadu during the year 2018- 2019. The district consists of 12 blocks, of which Anaimalai block was selected for the study based on the maximum area under coconut cultivation. In the study area, a sample size of 130 coconut cultivating farmers from six villages were fixed using proportionate sampling method. The data were collected through personal interview using well- structured and pre- tested interview schedule. The data collected on various aspect of entrepreneurial behaviour were analysed and tabulated using relevant statistical tools. The attributes such as autonomy, communication network, innovativeness, leadership behaviour, entrepreneurial self- efficacy, pre- entrepreneurial exposure, decision making behaviour, risk orientation and achievement motivation were selected to study the entrepreneurial behaviour.

## RESULTS AND DISCUSSION

### Overall Entrepreneurial Behaviour of Coconut Growers

The components that are used to measure the entrepreneurial behaviour of the coconut growers namely autonomy, communication network, innovativeness, leadership behaviour, entrepreneurial self- efficacy, pre- entrepreneurial exposure, decision making behaviour, risk orientation and achievement motivation. The overall entrepreneurial behaviour can be achieved through the summation of these components, which is analyzed and presented in Table 1.

**Table 1: Distribution of the Respondents According to Their Overall Entrepreneurial Behaviour**

(n=130)

S. No	Overall Entrepreneurial Behaviour	Number	Per Cent
1	Low	21	16.20
2	Medium	88	67.70
3	High	21	16.20
	<b>Total</b>	<b>130</b>	<b>100.00</b>

From the Table 1, it is observed that more than two- thirds (67.70%) of the respondents belonged to a medium entrepreneurial behaviour category. Exactly equal number of respondents belonged to low and high entrepreneurial behaviour category with 16.20 per cent.

The plausible reason for most of the respondents with medium level of entrepreneurial behaviour might be the respondents have got good education, better income, moderately exposed to the mass media and society.

The above finding is in accordance with the finding of Gupta (2014) and Fayaz (2015), who also opined that majority of the respondents belonged to a medium entrepreneurial behaviour category.

The components to understand the entrepreneurial behaviour of coconut growers is explained as follows.

- **Autonomy**

Autonomy refers to the ability of an individual to make independent decisions regarding his/ her enterprise. The data collected on the variable autonomy of the respondents is tabulated in Table 2.

**Table 2: Distribution of Respondents According to their Autonomy**  
(n=130)

S. No	Autonomy	Number	Per Cent
1	Low	17	13.10
2	Medium	78	60.00
3	High	35	26.90
	<b>Total</b>	<b>130</b>	<b>100.00</b>

The Table 4.2 divulges that three- fifths (60.00%) of the respondents belonged to medium level of autonomy, followed by 26.90 per cent of the respondents with high level of autonomy. The remaining 13.10 per cent of the respondents belonged to low level of autonomy.

The result showed that the respondents would be highly self- reliant and have clear idea in conduction of their commercial coconut business. The above finding is in conformity with the finding of Baliwada (2013) who inferred that more than three- fourths of the respondents had a medium level of autonomy.

- **Communication Network**

Communication network refers to sharing of information among the members of the society. The data was collected on this aspect and is presented in Table 3.

**Table 3: Distribution of Respondents According to their Communication Network**  
(n=130)

S. No	Communication Network	Number	Per Cent
1	Low	17	13.10
2	Medium	113	86.90
	<b>Total</b>	<b>130</b>	<b>100.00</b>

The Table 3 reveals that the majority (86.90%) of the respondents had medium level of communication network followed by 13.10 per cent with low level of communication network.

The intervention of new media tools in rural setting has reduced the communication gap between individuals. The respondents in the surveyed area had moderate social participation with the fellow farmers through mobile phones and other social media such as Whatsapp, Facebook. This might be the reason for respondents under medium level category in maximum.

- **Innovativeness**

Innovativeness in an individual makes him think and act newly. The data was collected on this aspect and is presented in Table 4.

**Table 4: Distribution of Respondents According to Their Innovativeness**  
(n=130)

S. No	Innovativeness	Number	Per Cent
1	Low	38	29.20
2	Medium	55	42.30
3	High	37	28.50
	<b>Total</b>	<b>130</b>	<b>100.00</b>

It is evident from the Table 4 that less than half (42.30%) of the respondents had medium level of innovativeness, followed by 29.20 per cent with low level of innovativeness and 28.50 per cent with high level of innovation.

The respondents might have a moderate willingness to try out new ideas or practices due to good education with assures and sustainable income. Moreover, the respondents were mostly belonged to medium level of autonomy and communication network. Further, the success stories of innovators were been publishing in social media, which motivates the farmers to achieve higher.

The above finding is in line with the finding of Gowda (2009).

- **Leadership Behaviour**

It refers to the act that influence the behaviour of the others. To understand the leadership behaviour of the respondents, data were collected and is presented in Table 5.

**Table 5: Distribution of Respondents According to Their Leadership Behaviour**  
(n=130)

S. No	Leadership Behaviour	Number	Per Cent
1	Low	21	16.20
2	Medium	109	83.80
	<b>Total</b>	<b>130</b>	<b>100.00</b>

From the Table 5, it is revealed that the majority (83.80%) of the respondents belonged to medium level of leadership behaviour, followed by 16.20 per cent of respondents with low level of leadership behavior. None of the respondents had high level of leadership behaviour.

The majority of the respondents were middle aged with medium level of social participation and communication network.

The above finding is in agreement with the finding of Sidram (2008).

- **Entrepreneurial Self- Efficacy**

Entrepreneurial self- efficacy refers to the self- assurance to perform on different skills required. To understand the entrepreneurial self- efficacy of the respondents, the data were collected and is presented in Table 6.

**Table 6: Distribution of Respondents According to their Entrepreneurial Self-Efficacy**  
(n=130)

S. No	Entrepreneurial Self- Efficacy	Number	Per Cent
1	Low	17	13.10
2	Medium	89	68.50
3	High	24	18.50
	<b>Total</b>	<b>130</b>	<b>100.00</b>

The Table 6 reveals that more than two- thirds (68.50%) of the respondents belonged to medium level of entrepreneurial self-efficacy followed by 18.50 per cent with high level of entrepreneurial self-efficacy and 13.10 per cent with low level of entrepreneurial self- efficacy.

The results revealed that the respondents have confidence in their ability to perform the task efficiently which might be due to moderate self- reliance and autonomous nature. Further, the optimistic nature helps them to face their problems and manage the demanding situation solely.

The above finding is in line with the finding of Baliwada (2013), who also inferred that the majority of the respondents had medium level of entrepreneurial self- efficacy.

- **Pre- Entrepreneurial Exposure**

It refers to the degree to which an individual is exposed to entrepreneurial activities. The data collected on this aspect is presented in Table 7.

**Table 7: Distribution of Respondents According to Their Pre- Entrepreneurial Exposure**  
(n=130)

S. No	Pre- Entrepreneurial Exposure	Number	Per Cent
1	Low	21	16.20
2	Medium	109	83.80
	<b>Total</b>	<b>130</b>	<b>100.00</b>

From Table 7, it is evident that the majority (83.80%) of the respondents had a medium level of pre- entrepreneurial exposure, followed by 16.20 per cent of the respondents had low level of pre- entrepreneurial exposure. None of the respondents had high level of pre- entrepreneurial exposure.

The plausible reason for most of the respondents with medium level of pre- entrepreneurial exposure might be due to the moderate orientation of the respondents towards market trends and scientific technologies. The results shows that exposure to the enterprise is vital as it plays a significant role in running the commercial coconut business.

The above finding was in agreement with finding of Thilagam (2012).

- **Decision making behaviour**

It refers to the ability to make clear and opt decision timely in the commercial coconut business. The data was collected on this aspect and is presented in Table 8.

**Table 8. Distribution of Respondents According to Their Decision Making Behaviour**  
(n=130)

S. No	Decision Making Behaviour	Number	Per cent
1	Low	31	23.80
2	Medium	77	59.20
3	High	22	16.90
	<b>Total</b>	<b>130</b>	<b>100.00</b>

It is clear from the Table 8 that almost three- fifths (59.20%) of the respondents had a medium level of decision making behavior, followed by 23.80 per cent of the respondents with low level of decision making behavior. The remaining 16.90 per cent of the respondents with high level of decision making behavior.

The plausible reason for medium to low level of decision making behaviour might be the prevailing conditions such as uncertain and improper distribution of rainfall, a sudden outbreak of pest and disease and fluctuation in market prices. This may be the obstacle to make a sound decision regarding the enterprise.

The above finding is in conformity with the finding of Kumar (2012).

- **Risk Orientation**

Risk orientation refers to the extent to which one is oriented towards risk. It shows the readiness of the individual to face the constraints in the enterprise. The data collected on this aspect were collected and tabulated in Table 9.

**Table 9: Distribution of Respondents According to Their Risk Orientation**  
(n=130)

S. No	Risk Orientation	Number	Per cent
1	Low	31	23.80
2	Medium	84	64.60
3	High	15	11.50
	<b>Total</b>	<b>130</b>	<b>100.00</b>

It is observed that Table 9 that less than two- thirds (64.60%) of the respondents had a medium level of risk orientation, followed by low (23.80%) and high (11.50%) level of risk orientation.

The risk orientation depends upon the personal, psychological and socio- economic nature of the individuals. The respondents had assured income, medium level of farming experience and moderate contact with extension personnel. Further, there are few uncertain conditions such as climatic factors, environmental factors and market factors. These might be the reason for medium to low level of risk orientation.

The above finding is in accordance with the finding with Hemasankari (2017).

#### • Achievement Motivation

Achievement motivation can be mean out as the value related to a farmer, which derives coconut cultivation to attain the sense of accomplishment. To understand the achievement motivation of the respondents, the data were collected and presented in the Table 10.

**Table 10: Distribution of Respondents According to their Achievement Motivation**  
(n=130)

S. No	Achievement Motivation	Number	Per cent
1	Low	12	9.20
2	Medium	86	66.20
3	High	32	24.60
	<b>Total</b>	<b>130</b>	<b>100.00</b>

The Table 10 reveals that almost two- thirds (66.20%) of the respondents belonged to medium level of achievement motivation followed by 24.60 per cent of the respondents with high level of achievement motivation and 9.20 per cent of the respondents with low level of achievement motivation.

Achievement motivation is a significant psychological variable which varies from person to person. The reason might be due to their zeal and passion to turn out into financially sound which might have generated an effort to attain still better and improve their living standard.

The above finding is in agreement with the finding of Gupta (2014).

## CONCLUSIONS

The overall entrepreneurial behaviour and the nine attributes such as autonomy, communication network, innovativeness, leadership behaviour, entrepreneurial self- efficacy, pre- entrepreneurial exposure, decision making, risk orientation and achievement motivation used to measure it were found to be in the medium category. This can be improved through regular training programmes from development departments, line departments, NGOs, FPOs, FIGs, state universities, research institutes, KVKs, *etc.* Through intensification of market awareness help the coconut growers to know the price of the nuts in local market which render them to sale the nut at a better and reasonable price. As coconut is a

multi- purpose, it has good scope in value addition. Encouraging them to produce value added products such as copra, virgin coconut oil, vinegar, desiccated coconut powder, coconut chips, coir products, handicrafts made out of the shell is essential. Further, linking them with organizations to promote their products through value addition can aid them earn better to live better.

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